

YALE BROADCASTING COMPANY
INCORPORATED

BOX 242-A, YALE STATION
NEW HAVEN, CONNECTICUT
TELEPHONE University 5-6400

PUBLIC RELATIONS DEPARTMENT

INSTRUCTIONS TO HEELERS

The production of Program Courtesies is the main daily job of the Public Relations Department. Here is an outline of how they are to be done:

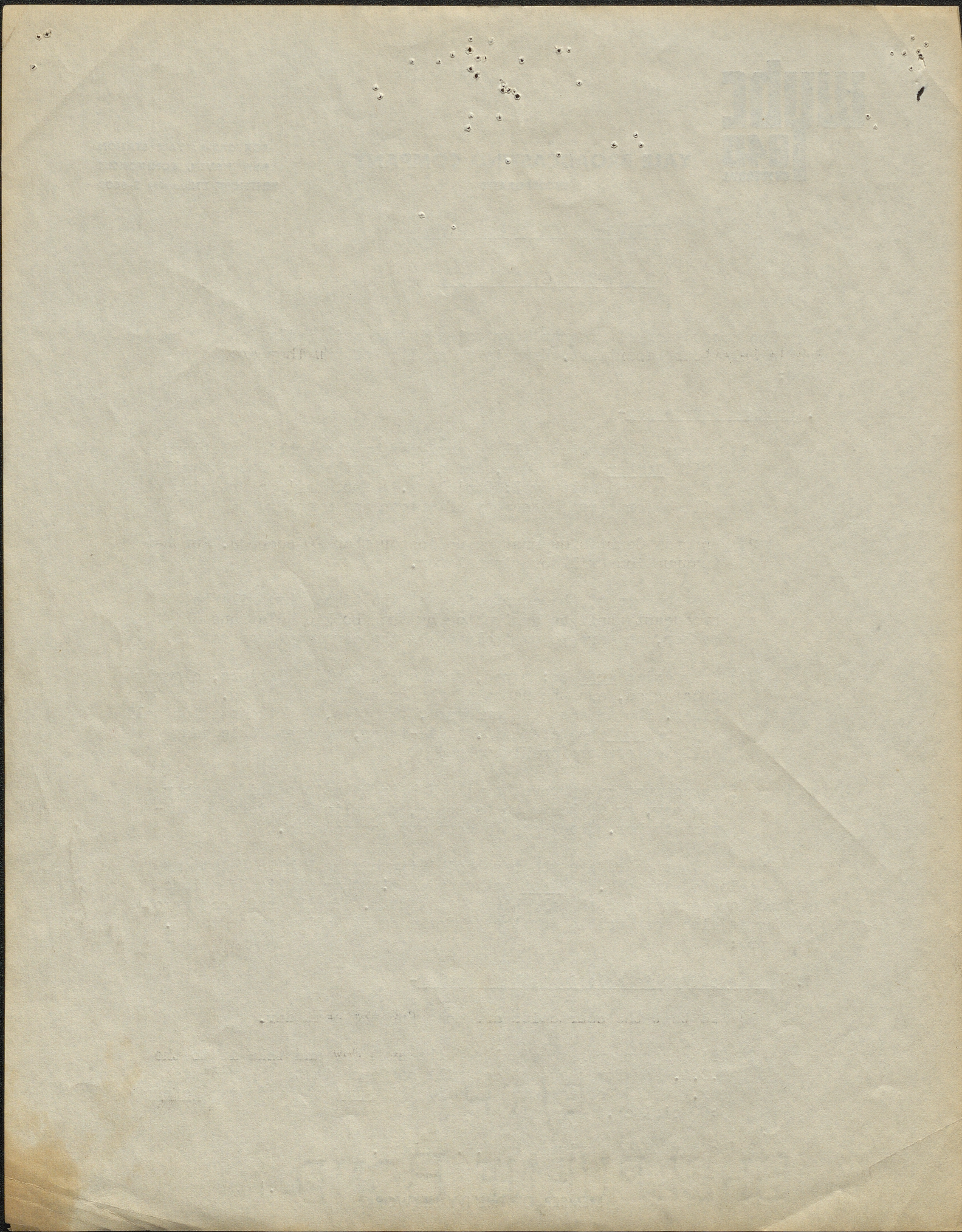
I. Program Courtesies-

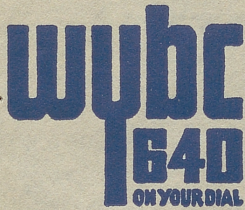
- 1) Program Courtesies will be assigned by the Public Relations Shift Member of the day, and a list of these courtesies will be made available by 3:00 o'clock. (Thursday's courtesies will be prepared Wednesday afternoon and evening)
- 2) Program Courtesies must be no longer than 20 seconds. Further instructions will be given later.
- 3) The numbers of the courtesies and the times they will be broadcast shall be designated by the Public Relations Shift Member, and are to be included in the courtesy (see sample)
- 4) Courtesies must be: typed, written in capitol letters, clearly punctuated, and the names of the programs underlined. Skip two lines. The name of the program , the time, and the station call letters must be mentioned. (Time-twice, program title and call letters preferably twice)
- 5) These must be approved by the Public Relations Shift member of the day, or if he is not arround, a Public Relations Department member. Check sample courtesy for details.

— Program Courtesies are the responsibility of the Public Relations Shift Heeler of the day. He must get them done! Other Public Relations Heelers are encouraged to help him in this duty. The PR shift heeler of the day is also responsible for the performance of daily heeler tasks. These are:

II. Duties of Public Relations Shift Heeler-

- 1) See that the courtesies are done for the next day.
- 2) Write up program schedual for the next day and take it to the O.C.D. Log for the next day will be found in the appropriate box. (Outside engineering studio) This must be delivered before 3:00 o'clock.
- 3) Do any tasks assigned by P.R. members.





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- 4) Be responsible for the tidiness of the Public Relations office.
- 5) Check whether Department of Design would like any posters hung, removed, or exchanged.
- 6) If none of these claim your attention, work on a special PR project of your own, or in some other department.

Failure to adequately fulfill shift duties will lead to docks. All PR heelers will be assigned a shift day. If it is not your shift day, you may help out the shifter, or work on particular projects in the Department. These non-shift days will give you a chance to obtain experience in other facets of the station (i.e. Continuity, College News, etc.). Also, they are the best days to solicit. You will have one PR shift day, and one WYBC shift day.

Station Shift- first duty to Station Supervisor
P. R. Shift- first duty to Public Relations

Thus, if you are not on shift, you may work in any part of the station (unless some particular PR project requires your assistance. Your general non-shift, however, should be concentrated largely on P.R., as that is the department you are heeling. There will be many projects, and good ideas for smoother co-ordination of the Department and for good publicity will procure you a bonus. We want you to do your job well; that is the primary requisite. We also want to see initiative and an ability to finish what you have undertaken.

These instructions do not completely cover the work you will do in the Public Relations Department; they are meant to give you an idea of your basic duties in the Department. If you follow these directions and subsequent ones to the letter, and what is more important, adopt the attitude suggested, you can be sure that your work in P.R. will be good.

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